



# Where's the \$ for Your Tourism Project



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# MT TOURISM PROJECT FUNDING

MT Department of Commerce  
Office of Tourism

Special Event Grant Program (SEGP)  
Tourism Infrastructure Investment Program  
(TIIP) Grants

[www.travelmontana.mt.gov/forms/](http://www.travelmontana.mt.gov/forms/)

# Special Event Grant Program



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# Montana Office of Tourism Special Events Grant Program

The goal of SEGP is to create and sustain economic development through the advertising and promotion of “hallmark events.”



A hallmark event is a major reoccurring event of limited duration, developed primarily to enhance awareness, appeal and profitability of a tourism destination.

# Special Events Grant Program

A hallmark event:

- Has a socio-economic impact on Montana
- Is a clear reflection of the *Montana Brand* and supports the *Montana Tourism & Recreation Strategic Plan 2008-2012*
- Generates national and regional media exposure

# Eligible Applicants

- The applicant must be a Montana non-profit entity, city, county or tribal government. Applicant organizations must be officially recognized by the IRS as having a non-profit status.
- No “pass through” non-profit entity may be utilized to apply for SEGP funding
- No state or federal agencies may apply



# Eligible Advertising & Promotional Activities

SEGP funding is to be used for advertising and promotion of an event to target audiences outside a 100-mile radius of the event site. SEGP funding may be used for the professional design, production and printing of:

- Broadcast media advertising and promotion (television and radio)
- Print media advertising and promotion (newspaper, magazine, flyers, direct mail, posters, brochures)
- Electronic media advertising and promotion (Internet, social media, video)
- Event website development and updates

# Matching Funds

The applicant must provide a hard cash match to funds available through SEGP.

Funds received from other state and federal grant programs can be used as part of the hard match requirement.

Projected ticket sales, gate receipts, concessions profits, etc. are not eligible.





# Matching Funds

- Matching funds will be based on the following matching formula and town/city population:

	<u>State Match/Private Match</u>	<u>Population</u>
<b><i>Tier 1</i></b>	1:1	15,001 – up
	<u>State Match/Private Match</u>	<u>Population</u>
<b><i>Tier 2</i></b>	2:1	5,001 – 15,000
	<u>State Match/Private Match</u>	<u>Population</u>
<b><i>Tier 3</i></b>	3:1	1 – 5,000

# SEGP Funding

- MTOT will annually set the limits at the beginning of the fiscal year (July 1). For fiscal year 2010, this amount is \$80,000.
- There is no set number of grant awards that may be made in a fiscal year.
- The minimum grant funding allocated to any one event in a fiscal year will be \$2,500.



# SEGP Application Deadline

- The grant deadline for 2011 is September 24, 2010.
- Applications must be postmarked by September 24.
- Incomplete applications will be considered null and void and disqualified.

# SEGP Events

- Since 2002, SEGP has funded 77 events in 46 communities
- ✓ Custer Country – 10 events
- ✓ Glacier Country – 20 events
- ✓ Gold West Country – 14 events
- ✓ Missouri River Country – 9 events
- ✓ Russell Country – 15 events
- ✓ Yellowstone Country – 9 events
- Total funding awarded to date - \$574,500





# More Information

For SEGP information, contact:

Carol Crockett, Visitor Services Manager  
Montana Office of Tourism

Ph: 406-841-2796

Email: [ccrockett@mt.gov](mailto:ccrockett@mt.gov)

On the Web: [travelmontana.mt.gov/forms](http://travelmontana.mt.gov/forms)

Thank You!

# Tourism Infrastructure Improvement Program Grants

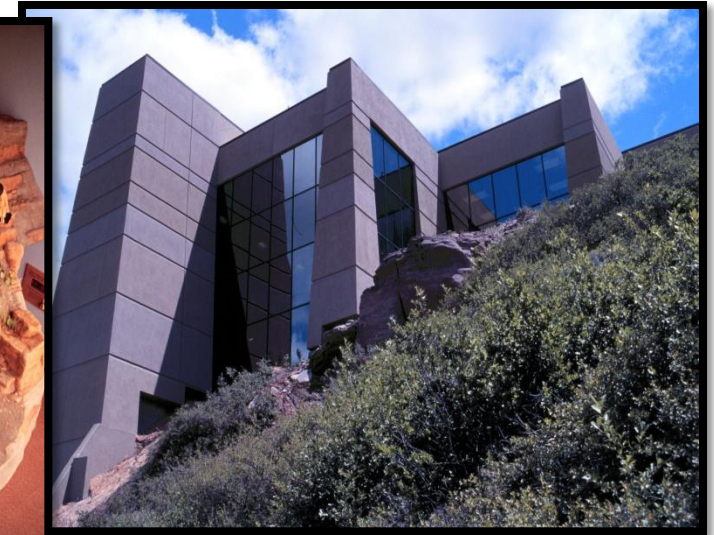
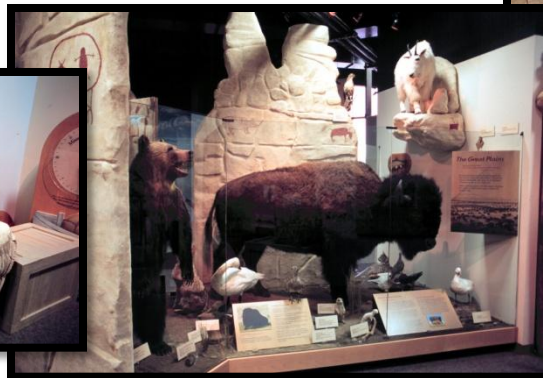


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# TIIP GRANTS - Purpose

- Strengthen MT as a Visitor Destination
- Keep Current Visitors here longer
- Provide Quality Visitor Experiences
- Preserve & Enhance MT's Historical and Cultural Treasures



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# TIIP GRANTS - Criteria

- Tourism-related “Brick & Mortar” Project or Tourism-related Equipment/Property Purchase
- IRS Recognized Non-Profit Owner/Operator
- Minimum Grant - \$20,000
- Hard Match - \$1 match/\$2 grant
- Minimum eligible project - \$30,000
- Maximum Grant – Grant Pool





# TIIP GRANTS - Process

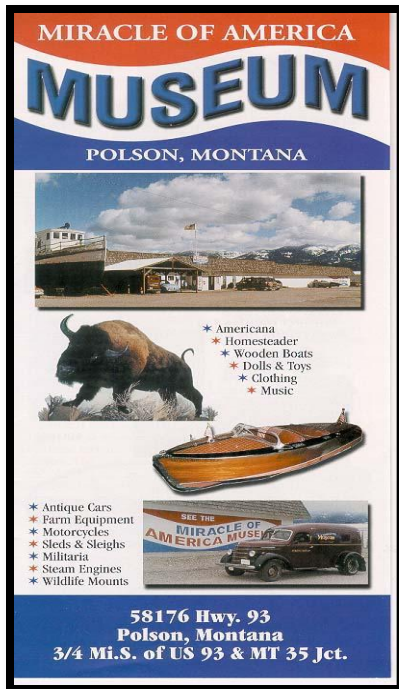
- Competitive Applications – 35-40 annually
- Application materials available in March  
[www.travelmontana.mt.gov/forms/](http://www.travelmontana.mt.gov/forms/)
- Application Deadline – early August (Aug. 4, 2010)
- Scoring Committee Review August & Sept
- TIIP Grant Awards in October

# TIIP GRANT - Process

- Application scored on:
  - **Project Description & Administration**: clear, concise, meets TIIP Purpose, and capacity for on-going operations & maintenance
  - **Financial Profile**: capacity to fund project and ongoing operations, good funding partnerships
  - **Compatibility & Appeal**: long-term tourism appeal, fits local, regional & state tourism plans
  - **Need**: provides economic & social benefits, fits strategic plans & has community support

# TIIP GRANTS – Results

- 1995-2009
  - 75 projects
  - 42 MT communities



- \$3.3+ million in TIIP Grant investments
- \$40+ million in tourism facility improvements

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# TIIP GRANT - Projects

- 29 Museums
- 12 Historic Sites
- 12 Arts & Culture Centers
- 9 Multi-use Facilities
- 6 Wildlife Centers
- 6 for Tourism-related Event & Facility Equipment
- 1 Other – Public RV Park



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# TIIP: Moss Mansion Historic House Museum

Total Project: \$335,573

-TIIP: \$24,000

- Reconstruct Carriage House for Group Tours & Events
- Tie in with historic preservation of property
- MT Cultural Trust Grant (MT Arts Council)
- City of Billings
- Event Income & Donations

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# TIIP: Charlie Russell Chew Choo

## Dinner Tour Train

Two grants – 1996 & 2006

1. Purchase Rail Cars: \$266,738
  - TIIP: \$30,000
2. Repair & Upgrade Rail Cars: Total Project: \$127,551
  - TIIP: \$64,322

- Unique visitor experience, community fit

- Bank Loans
- Ticket Revenue from Tour Train
- Business donations & local grants



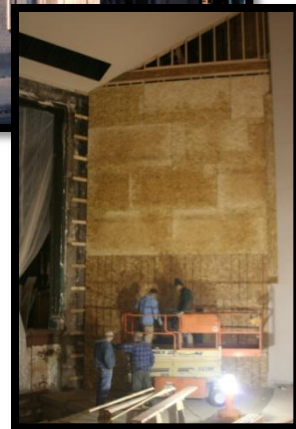
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# TIIP: Rialto Community Theatre

Two Grants: 1999 & 2008

1. Total Project: \$128,486  
-TIIP: \$73,677
  2. Total Project: 65,790  
- TIIP: \$30,000
- Community support, fundraising, tie-in with other local attractions
  - MT Cultural Trust
  - Local Community Fund
  - State & National Foundations



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# TIIP: Miracle of America Museum

Total Project: \$53,536

-TIIP: \$30,000

- 5<sup>th</sup> application – 4 unsuccessful
  - Focused on improving visitor experience and longer season
- Excellent letters of support – local businesses on benefits provided visitors & themselves
- Cash donations
- Entry Fees



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# TIIP: Valley Event Center

Two Grants: 2004 & 2006

1. Total Project: \$1.1 million
    - TIIP: \$109,740
  2. Total Project: \$1.4 million
    - TIIP: \$20,000
- Sports inspired, but serious planning & commitments for multi-use regional event center
  - Rural Development Guaranteed Loan
  - Cash donations & fundraisers



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# TIIP: Grizzly & Wolf Discovery Center

Two Grants: 2003 & 2008

1. Total Project: \$200,000

- TIIP: \$69,000

2. Total Project: \$449,000

- TIIP: \$67,270

- World class exhibits & education to attract and retain visitors to West Yellowstone
- Admission fees
- State & National Foundations
- Event Fundraisers



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# TIIP GRANTS – Tips to Remember

- Respond to every question asked – incomplete applications are not scored
- Respond to every question as asked – provide clear, concise, but adequate detail
- Understand how your facility fits in with local, regional and statewide tourism plans and partners
- Use ITRR Research – [www.itrr.umt.edu](http://www.itrr.umt.edu)
- Ask Questions – Victor Bjornberg, 841-2795, [vbjornberg@mt.gov](mailto:vbjornberg@mt.gov)

# MT TOURISM PROJECT FUNDING

Other State, Federal & Private Sector  
Tourism Project Funding Sources

Technical & Financial Resources list  
available at

[www.travelmontana.mt.gov/forms/](http://www.travelmontana.mt.gov/forms/)



# TIIP Grants



**In north central  
MT, used for:**

- New attractions
- Historic Preservation
- Renovations to existing facilities



# Community Development Block Grant (CDBG)

- **PROJECT PLANNING IS IMPORTANT!**
- Administered through the MT Dept. of Commerce
- Benefit low and moderate income (LMI) persons
- Funds limited to Montana's local governments
- Planning Activities funded by Technical Assistance Grants – max of \$15,000
- Examples of projects funded:
  - Feasibility study – City-County Multi-purpose Events Center*
  - Master Plan - County Fairgrounds*
  - Preliminary Architectural Report – County Museum*

# Community Transportation Enhancement Program (CTEP)

- **Not** a grant program
- Local governments receive CTEP funding annually
- Local match requirement 13.42%
- Applications must be submitted by a local gvt
- Project must be located on public land
- Administered by the MT Dept of Transportation (MDT)
- Timeline: Projects take approximately 2 years to complete
- 406.444.9209
- [www.mdt.mt.gov/Business/CTEP/](http://www.mdt.mt.gov/Business/CTEP/)



# Community Transportation Enhancement Program (CTEP)



## 12 Enhancement Categories, including:

- Pedestrian/bicycle
- Landscaping & scenic beautification
- Historic preservation
- Rehab of historic transportation facilities
- Scenic or historic highway programs
- Transportation museums
- Scenic or historic easements & sites

# Montana Fish, Wildlife & Parks

## Recreational Trails Grant Program

- Annual funding cycle
- Project sponsors: local government, private associations and clubs – no individuals
- Maximum grant - \$35,000
- Local match: 20%
- <http://fwp.mt.gov/recreation/grants/rtp>



# Montana Fish, Wildlife & Parks



## Recreational Trails Grant Project Examples:

Bear Paw Nature Trail & Fort Benton Levee  
Walking Trail



# Montana Fish, Wildlife & Parks

## Land & Water Conservation Fund (LWCF)

- Funds outdoor recreation projects
- Project sponsor: open to local governments, school districts, state agencies and tribal governments
- Project sponsor must own the project site or control the land
- <http://fwp.mt.gov/recreation/grants/lwcf>



# Other Potential Funding Sources

## NorthWestern Energy

- Eligible applicants: non-profit organizations
- Applications accepted quarterly
- Five funding priorities, including Civic and Community and Culture and the Arts



# Other Potential Funding Sources

## PPL Montana

- Eligible applicants: community organizations, schools, colleges & universities
- Grants range from \$1,000 to \$10,000
- Three funding priorities: education, environment and economic development
- Priority – organizations who can show 25% in local match funds



# Other Potential Funding Sources

## BNSF Foundation

- Eligible applicants: non-profit organizations within BNSF's geographic areas of interest
- Grants typically range from \$1,000 to \$10,000
- [www.bnsffoundation.org](http://www.bnsffoundation.org)





# Other Potential Funding Sources

## Local Electrical Cooperatives

- Many have a charitable giving component

## Banks

- Check with both local branch offices
- What are their funding priorities?





# Other Potential Funding Sources

## Private Foundations

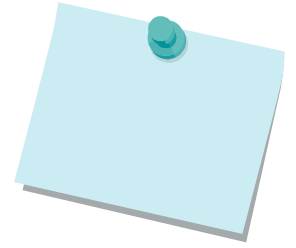
- Search out foundations that give primarily in your region
- Grant search websites (must be a subscriber):

[Grantstation.com](http://Grantstation.com)

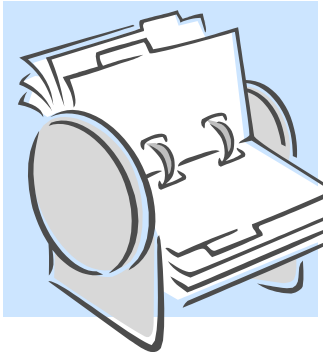
[Foundationcenter.org](http://Foundationcenter.org)



# Important to Note:



- Local Buy-In
- Think outside the box
- Leverage your funds
- Make the call!



# CONTACT INFO:

Krystal Steinmetz

Director of Community Planning

265.9226

[\*ksteinmetz@bearpaw.org\*](mailto:ksteinmetz@bearpaw.org)



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Questions?

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available at

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